

In the Claims

Claims 1-37 were previously canceled.

Please amend claims 38 and 51 as shown herein.

Claims 38-62 are pending and are listed following:

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1-37. (canceled)

38. (currently amended) A method, comprising:
receiving a component of a printing device that has been utilized within
10 the printing device and subsequently removed from the printing device, the
component including a memory component that maintains printing-related
data;
retrieving the printing-related data from the memory component after
the memory component has been removed from the printing device; and
15 utilizing the printing-related data for printing analysis.

39. (previously presented) A method as recited in claim 38,
wherein receiving the component includes receiving a replaceable component
of the printing device.

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40. (previously presented) A method as recited in claim 38,
wherein receiving the component includes receiving a recyclable component of
the printing device.

25 **41. (previously presented)** A method as recited in claim 38,
wherein receiving the component includes receiving the component via a
replaceable component recycle program.

42. (previously presented) A method as recited in claim 38, wherein receiving the component includes receiving a toner cartridge of the printing device.

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43. (previously presented) A method as recited in claim 38, further comprising utilizing the printing-related data for marketing analysis.

44. (previously presented) A method as recited in claim 38, further comprising developing a product distribution scheme based on the printing-related data.

45. (previously presented) A method as recited in claim 38, wherein the printing-related data includes print media usage data collected when the printing device is operational.

46. (previously presented) A method as recited in claim 38, wherein the printing-related data includes a total number of print media routed in the printing device and a total number of a particular type of print media having a determinable media identifier routed in the printing device.

47. (previously presented) A method as recited in claim 38, wherein the printing-related data includes a percentage of a total number of a particular type of print media to a total number of print media routed in the printing device.

48. (previously presented) A method as recited in claim 38, wherein the printing-related data includes a total number of a brand of print media routed in the printing device.

5 49. (previously presented) A method as recited in claim 38, further comprising determining a percentage of a total number of a particular type of print media to a total number of print media routed in the printing device, the printing-related data including the total number of the particular type of print media and the total number of print media.

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50. (previously presented) A method as recited in claim 38, further comprising:

determining a total number of print media routed in the printing device;

determining a total number of a particular type of print media having a

15 determinable media identifier routed in the printing device; and

determining a percentage of the total number of the particular type of print media to the total number of print media routed in the printing device, the printing-related data including the total number of the particular type of print media and the total number of print media.

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51. (currently amended) A method, comprising:

receiving a replaceable printing component that has been utilized within a printing device and subsequently removed from the printing device, the replaceable printing component having print media usage data maintained therewith, the print media usage data being collected during one or more printing operations; and

retrieving the print media usage data from the replaceable printing component after the replaceable printing component has been removed from the printing device; and

utilizing the print media usage data for printing analysis.

52. (previously presented) A method as recited in claim 51, wherein retrieving the print media usage data includes retrieving the print media usage data from a memory component of the replaceable printing component.

53. (previously presented) A method as recited in claim 51, wherein the print media usage data is further collected during the one or more printing operations of a printing device with the replaceable printing component configured for operation with the printing device, and wherein receiving the replaceable printing component includes receiving the replaceable printing component in an inoperable state and removed from the printing device.

54. (previously presented) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving the replaceable printing component via a replaceable printing component recycle program.

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55. (previously presented) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving a toner cartridge of a printing device.

10 56. (previously presented) A method as recited in claim 51, further comprising utilizing the print media usage data for marketing analysis.

57. (previously presented) A method as recited in claim 51, further comprising developing a product distribution scheme based on the print
15 media usage data.

58. (previously presented) A method as recited in claim 51, wherein the print media usage data includes a total number of print media routed during the one or more printing operations and a total number of a
20 particular type of print media having a determinable media identifier routed during the one or more printing operations.

59. (previously presented) A method as recited in claim 51, wherein the print media usage data includes a percentage of a total number of a
25 particular type of print media to a total number of print media routed during the one or more printing operations.

60. (previously presented) A method as recited in claim 51, wherein the print media usage data includes a total number of a brand of print media routed during the one or more printing operations.

5 61. (previously presented) A method as recited in claim 51, wherein a manufacturer of the replaceable printing component receives the replaceable printing component and retrieves the print media usage data.

10 62. (previously presented) A method as recited in claim 51, further comprising providing the print media usage data to a manufacturer of the replaceable printing component.